IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (currently amended): A method for recommending an item to a user, comprising the steps of:

observing one or more environmental characteristics;

observing preferences of said user under said one or more observed environmental conditions characteristics; and

generating a recommendation score for said item based on features of said item and said observed preferences of said user under said one or more observed environmental conditions characteristics, wherein said one or more observed environmental conditions characteristics includes at least one of a weather condition, and a characteristic of motion of said user, a location, and one or more characteristics of said location.

Claim 2 (withdrawn): The method of claim 1, wherein said item is a radio station.

Claim 3 (withdrawn): The method of claim 1, wherein said item is content.

Claim 4 (withdrawn): The method of claim 1, wherein said item is a product.

Claims 5-8 (canceled)

Claim 9 (withdrawn): The method of claim 1, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

Claim 10 (withdrawn): The method of claim 9, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

Claim 11 (currently amended): A method for recommending an item to a user, comprising the steps of:

observing one or more environmental characteristics for obtaining information characterizing said one or more environmental characteristics for a given time;

obtaining preferences of said user under said one or more observed environmental conditions characteristics; and

obtaining information characterizing one or more environmental characteristics for a given time; and

generating a recommendation score for said item based on features of said item, and said obtained preferences of said user under said one or more observed environmental conditions and said one or more environmental characteristics for a given time, wherein said one or more observed environmental conditions characteristics includes at least one of a weather condition and a characteristic of motion of said user.

Claim 12 (withdrawn): The method of claim 11, wherein said item is a radio station.

Claim 13 (withdrawn): The method of claim 11, wherein said item is content.

Claim 14 (withdrawn): The method of claim 11, wherein said item is a product.

Claim 15 (currently amended): The method of claim 11, wherein said one or more ~~observed~~ environmental ~~conditions~~ <u>characteristics</u> is a user location at said given time.

Claim 16 (currently amended): The method of claim 11, wherein said one or more ~~observed~~ environmental ~~conditions~~ <u>characteristics</u> is one or more characteristics of a location.

Claims 17-18 (canceled)

Claim 19 (withdrawn): The method of claim 11, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

Claim 20 (withdrawn): The method of claim 19, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

Claim 21 (currently amended): A system for recommending an item to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

observe preferences of said user under one or more <u>observed</u> environmental ~~conditions~~ <u>characteristics</u>; and

generate a recommendation score for said item based on features of said item and said observed preferences of said user under said one or more <u>observed</u> environmental ~~conditions~~ <u>characteristics</u>, wherein said one or more <u>observed</u> environmental ~~conditions~~

characteristics includes at least one of a weather condition and a characteristic of motion of said user.

Claim 22 (withdrawn): The system of claim 21, wherein said item is a radio station.

Claim 23 (withdrawn): The system of claim 21, wherein said item is content.

Claim 24 (withdrawn): The system of claim 21, wherein said item is a product.

Claims 25 (currently amended): The system of claim 21, wherein said one or more observed environmental ~~conditions~~ characteristics is a location.

Claim 26 (currently amended): The system of claim 21, wherein said one or more observed environmental ~~conditions~~ characteristics is one or more characteristics of location.

Claims 27-28 (canceled)

Claim 29 (withdrawn): The system of claim 21, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

Claim 30 (withdrawn): The system of claim 29, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

Claim 31 (currently amended): A system for recommending an item to a user,

comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

obtain preferences of said user under <u>a characteristic of motion of said user</u> ~~one or~~

~~more environmental conditions~~;

obtain information characterizing <u>said characteristic of motion of said user</u> ~~one or more~~

~~environmental characteristics~~ for a given time; and

~~generating~~ <u>generate</u> a recommendation score for said item based on features of said

item, <u>and</u> said obtained preferences of said user under said ~~one or more environmental~~

~~conditions and said one or more environmental characteristics for a given time, wherein said~~

~~one or more environmental conditions includes at least one of a weather condition and a~~

characteristic of motion of said user.

Claim 32-35 (canceled)

Claim 36 (withdrawn): The system of claim 31, wherein said observed preferences of

said user under said one or more environmental conditions are recorded in a profile.

Claim 37 (withdrawn): The system of claim 36, wherein said observed preferences of

said user under said one or more environmental conditions are recorded in a profile as a set of

rules by a decision tree recommender.

Claim 38 (currently amended): An article of manufacture for recommending an item to a

user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to observe preferences of said user under one or more <u>observed</u> environmental ~~conditions~~ <u>characteristics</u>; and

a step to generate a recommendation score for said item based on features of said item and said observed preferences of said user under said one or more <u>observed</u> environmental ~~conditions~~ <u>characteristics</u>, wherein said one or more environmental ~~conditions~~ <u>characteristics</u> includes at least one of a weather condition and a characteristic of motion of said user.

Claim 39 (currently amended): An article of manufacture for recommending an item to a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

<u>a step to obtain information characterizing one or more observed environmental characteristics for a given time;</u>

a step to obtain preferences of said user under said one or more <u>observed</u> environmental ~~conditions~~ <u>characteristics</u>; <u>and</u>

~~a step to obtain information characterizing one or more environmental characteristics for a given time; and~~

a step to generate a recommendation score for said item based on features of said item, <u>and</u> said obtained preferences of said user under said one or more <u>observed</u> ~~environmental conditions and said one or more~~ environmental characteristics for a given time, wherein said one or more <u>observed</u> environmental ~~conditions~~ <u>characteristics</u> includes at least

one of a weather condition and a characteristic of motion of said user.

Claim 40 (withdrawn): The article of manufacture of claim 38, wherein said item includes at least one of a radio station, content and product.

Claim 41 (currently amended): The article of manufacture of claim 38, wherein said one or more observed environmental ~~conditions~~ characteristics further includes at least one of a location, and one or more characteristics of said location.

Claim 42 (withdrawn): The article of manufacture of claim 38, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

Claim 43 (withdrawn): The article of manufacture of claim 38, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

Claim 44 (withdrawn): The article of manufacture of claim 39, wherein said item includes at least one of a radio station, content and product.

Claim 45 (currently amended): The article of manufacture of claim 39, wherein said one or more observed environmental ~~conditions~~ characteristics further includes at least one of a location, and one or more characteristics of said location.

Claim 46 (withdrawn): The article of manufacture of claim 39, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

Claim 47 (withdrawn): The article of manufacture of claim 39, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.